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ABSTRACT

Included in this manual are (1) a check list for developing and planning an effective library marketing program; (2) tips for writing library news releases; (3) tips for mass media marketing using radio and television; (4) a sample form for building a media file with information on specific radio and TV stations; (5) tips for planning a library newsletter; and (6) a bibliography on library public relations and related topics which lists books, periodicals, and audiovisual material, including public service announcements and camera ready art work (compiled by Anne Ramos and William Davis). Location symbols are also provided in the bibliography referring to holdings of the Texas State Library, Texas Major Resource Centers, and ten Texas regional library systems. The addresses and telephone numbers of the regional systems and the state library are given to facilitate borrowing of the material. (ESR)

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The World of Public Relations:

For Libraries

Booklet compiled for the
1983 TLA Annual Conference
in cooperation with:

Peggy Barber, American Library Association
Texas Library Association,
  Program Committee
  Public Information Committee
Texas State Library,
  Library Development Division

Austin, Texas
1983

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CONTENTS

Introduction 2

How to Develop a Marketing Program by Peggy Barber 3

Public Relations and Related Topics Bibliography 11
compiled by Anne Ramos and William Davis

Address Directory 12

Key to Ownership Symbols 13

Bibliography 14

INTRODUCTION

The World of Public Relations is written for the 1983 Texas Library Association Annual Conference program on public relations. The premise of this manual is based on the idea that people need to be told and again reminded about library services and programs.

In this short practical manual, Peggy Barber, director of the Public Information Office of the American Library Association, tells us how to develop and plan an effective marketing program.

In addition, a compilation of resources representing a wealth of public relations and marketing information is provided. Books, periodicals and audiovisual materials, including public service announcements, are listed with location symbols to simplify borrowing. All of the materials are available on loan from the Texas State Library, Major Resource Centers and the ten regional library systems. Addresses and phone numbers are listed on page 12 of the manual.

The Public Information Committee welcomes you to the "World of Public Relations" and hopes that this guide will be helpful in planning successful public relations programs.

Public Information Committee

Susan D. Penny, Chairman
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How to Develop a Marketing Program

by Peggy Barber, ALA

HOW TO DEVELOP A MARKETING PROGRAM

WHAT IS MARKETING?

Marketing is that function of the organization that can keep in constant touch with the organization's consumers, read their needs, develop products that meet these needs, and build a program of communications to express the organization's purposes.

Philip Kotler and Sidney J. Levy
"Broadening the Concept of Marketing"
Journal of Marketing 33 (January, 1969)

FOUR STEPS TOWARD A MARKETING PROGRAM

I. Research- analysis of the marketing environment

A. Evaluate the library's current status in the community - what do people think of the library? What is its public image?

B. Study the community - find out who's out there - consider the demographics (age, income, ethnic backgrounds, occupations, religion, interests, community groups).

C. Assess needs - What are major target audiences? - their needs? - the present level of library success in meeting needs.

II. Planning- establish objectives

A. Make the marketing program a part of the total library program. There should be written goals and objectives for library service - pr policy - reporting schedule, budget, and staff assignment.

B. Plan programs and services (products) to better serve the interests and needs identified in your research. Develop a strategy and timetable for reaching specific target audiences.

C. Take an objective look at the library - Is it bright, hospitable, welcoming?

D. Seek allies for support of the library program. Develop a friends group.

E. Get the entire staff and board involved.

1. Make sure the internal "communication system" works, before you start a communications program. Can the library deliver all that is promised?

2. Staff attitudes and understanding of policy are vitally important.

F. Keep up with professional journals, and participate in library organizations to stay fresh and find new ideas. Make use of available resources - skills and talents of staff and community. Visit other libraries and library systems.

III. Communication

A. Build a press list.

1. Include all available publications such as:
   a) newspapers (daily and weekly)
   b) Radio stations
   c) TV stations
   d) community group newsletters
   e) inhouse newsletters of schools, business or industrial firms.

2. Get acquainted with the people on your press list - share your plans and problems--ask for their help; be aware of their deadlines, read their columns, be familiar with their broadcast format.

B. Learn how to write a news release.

1. Begin with who, what, where, when, how.
2. Skip the purple prose -- keep it brief, simple, and to the point.
3. Avoid library jargon.
4. Use one side of the page only.
5. Send along an interesting photo (with caption attached - not written on the back).
6. Don't just dump your releases in the mail--direct them to the appropriate persons, programs, or publications where you think there may be interest.

C. Some general tips for working with the media.

1. Consider that they have space and time to fill and need your help.
2. Learn the difference between news and feature material.
3. To sell a feature idea - package information specifically for the writer, or producer. Provide statistics, specific examples.
4. Use your imagination and/or borrow ideas from the many librarians who have constant good programming and publicity.
5. Be straightforward, learn by doing, it's fun and you'll meet a lot of interesting people.

D. Combine imagination with common sense to choose (or create) the most effective publicity.

1. Tie into National Programs to make the best use of promotion resources and get the public's attention.
2. Posters, flyers, annual reports and newsletters (all should be professional looking and attractive).
   a) Use ALA's graphics and tailor them to your local program.

b) Get local talent to help produce flyers, posters and program announcements.
c) Be sure posters are posted outside the library.
d) Don't spend more time producing posters than you spend planning the program!

3. Radio and TV public service announcements - you're eligible for free public service time (again use ALA materials, other purchased spots or do your own).

4. Exhibits - they don't have to be inside the library.

5. Participate in community activities...be visible, interested, alive and contributing. Offer yourself (and/or board or staff members) as a speaker to local groups.

IV. Evaluation

A. Always take time to assess the success of your efforts - try to be objective.

B. Continue to measure response to the library and to take readings on your image.

Tips for writing news releases

The lead is crucial--make it as concise and straightforward as possible. If it's confusing or puffy, most reporters won't read any further.

Cut exaggerated adjectives (i.e. the new children's room is "spectacular.")

Write short paragraphs--containing one thought apiece--and present your information in the order of its importance.

Avoid being cute--you'll end up offending the reporter, who has to write it in the paper's style anyway and would rather just have the facts, so he can write it as quickly as possible.

If you're sending photos, be sure they're unposed, black-and-white glossies. Don't send polaroids or instamatics or photos of the library board president and mayor holding shovels at groundbreaking ceremonies or handing each other awards. A candid shot of kids actually using the children's room might see print; a shot of an empty children's room probably won't.

Don't depend on an editor or reporter to come up with a newsworthy angle--suggest them, no matter how obvious they seem. If you're releasing information on the fact that your board has voted to build a new solar energy-heated library, give the reporter names and numbers of directors of other libraries that are also solar heated.

If you're trying to pass a referendum, suggest they talk to directors of other libraries, in surrounding suburbs, where referenda have passed. How is the money being used? What new services? etc. Again, supply names and telephone numbers.

Find out exactly who on the paper handles library news--it's not necessarily the education editor. Send your releases directly to that person. If there isn't anyone assigned to cover the library (which wouldn't be surprising) suggest to the editor that he assign someone. Show him what the library is doing right now that's newsworthy.

Take the reporter assigned to covering library news to lunch. Suggest story ideas. Then if you call to follow up on a release you won't just be an anonymous voice looking for publicity.

If you're publicizing a future event, find the paper's lead time. If your releases arrive too early, they'll be shoved aside for next week's paper and lost. On the other hand, many people don't realize that weekly papers often have 10-day lead times for nonbreaking news (i.e. the pages carrying releases are often set nearly a week before the paper hits the streets).

Tips for mass media marketing - radio and TV

LOOK AND LISTEN

Before you do anything, look and listen to your radio and television stations all day and night. It may take a while, but it's important to get to know the "sound" of each station.

Find out the background of the different programs, time they air, audience type and size, format (look in the Arbitron rating books).

Build a media file (a suggested form is attached).

MAKE CONTACT

Ask around, talk with your contact at the local newspaper and find out who is the right person at each station for you to talk with. Or, call the station for names.

If it's for a public service announcement or community calendar, try the public affairs coordinator or community relations director.

If it's for a program, try the producer of that particular show.

If you're not sure, try the program director. Remember, staff at the small stations often wear many different hats, so it might be harder getting to the right person.

GET YOUR FOOT IN THE DOOR

Don't go the station empty handed, or empty headed. You need enthusiasm and knowledge of your library to help get your ideas across.

Make an appointment with the appropriate person. Present them with a proposal of what you can do for them and explain it. Be sure you know enough about the station you're visiting to suggest possible tie-ins with certain shows. Don't forget to stress that your ideas are <u>free</u>.

Bring in a specific proposal for a particular program. If the producer recommends some changes in your idea, don't say, "We can't do it." Try "That's a good idea, and we'd like to work on it." Then bring it back to the library and get the staff to help you.

While you're there, ask if there is anything you can do to improve the library's public service announcements. Is the format ok? Does the station need more 10 second spots, fewer 20 second spots? Ask.

Give your broadcaster a library card.

<u>Never</u> offer the same idea or program to different stations. Make sure one station has absolutely rejected a specific proposal before you present it to another station.

Start slow, don't promise more than you can deliver.

MEDIA FILE

RADIO CALL LETTERS _____ on your dial

Station location _____

Mailing address _____

Contact for news _____
(news director)

Talk show? Title: _____

Time: _____ Host: _____

Station personalities & DJ's _____

_____

_____

_____

PSA contact _____

Length preferred: _____ Taped? _____ Read? _____

Are they using our PSA's? _____

Time of day: _____

Audience: _____
Adult Teens Homemakers

Kind of music played _____

Arbitron rating _____

_____

Other details: _____

_____

_____

_____

Tips for planning a library newsletter

What's the objective? What do you hope to accomplish by publishing a newsletter?

What is your target audience? Is the newsletter for internal or external distribution?

How do you plan to distribute it? How often?

Do you have a budget, staff assignment, publication schedule?

Have you developed a format and style for your newsletter?

What is the intended time and personality?
What will it look like...paper, size, color? Will there be photos?
What printing method will you use?
How many copies will you print?

How will you determine whether your newsletter is meeting its objective?

Is it being read?
Is it an effective part of your total communications program?

Are you satisfied with the return on the financial and energy investment in your newsletter?

Have you considered subscribing to OPENERS, ALA's quarterly good reading newspaper for the library's public?

Public Relations and Related Topics Bibliography

compiled by Anne Ramos and William Davis

ADDRESS DIRECTORY

Big Country Library System/Abilene
W. Dee Blackmon, Director (915/677-2474)
Ada Howard, System Coordinator (915/673-2311)
Abilene Public Library
202 Cedar Street
Abilene, Texas 79601

Texas Trans Pecos Library System/El Paso
Nathan A. Josel, Director (915/541-4863)
Linda Cullen, System Coordinator (915/541-4698)
El Paso Public Library
501 North Oregon
El Paso, Texas 79901

Texas Panhandle Library System/Amarillo
Mary Kay Snell, Director (806/378-3050)
Jane Ulrich, System Coordinator (806/378-3043)
Amarillo Public Library
Box 2171
Amarillo, Texas 79189

North Texas Library System/Fort Worth
Linda Allmand, Director (817/870-7700)
Patricia Spear, System Coordinator (817/335-6076)
Fort Worth Public Library
300 Taylor Street
Fort Worth, Texas 76102

Central Texas Library System/Austin
David Earl Holt, Director (512/472-5433)
Cathy Caine, System Coordinator (512/474-5355)
Austin Public Library
Box 2287
Austin, Texas 78768

Houston Area Library System/Houston
David Henington, Director (713/222-5441)
Amy Mollberg, System Coordinator (713/222-4704)
Houston Public Library
500 McKinney
Houston, Texas 77002

South Texas Library System/Corpus Christi
Roger Pearson, Director (512/882-1937)
Mary Thames Bundy, System Coordinator (512/882-7023)
La Retama Public Library
505 North Mesquite
Corpus Christi, Texas 78401

West Texas Library System/Lubbock
William Stewart, Director (806/762-6411)
Jim Scheppke, System Coordinator (806/762-6411, ext. 2854)
Lubbock City-County Library
Ninth and Avenue L
Lubbock, Texas 79401

Northeast Texas Library System/Dallas
Lillian Bradshaw, Director (214/749-4100)
Elizabeth Crabb, System Coordinator (214/749-4290)
Dallas Public Library
1515 Young Street
Dallas, Texas 75201

San Antonio Major Resource System/S.A.
Irwin Sexton, Director (512/299-7790)
Barbara Gubbin, System Coordinator (512/226-7036)
San Antonio Public Library
203 South St. Mary's Street
San Antonio, Texas 78205

Texas State Library/Austin
Dorman H. Winfrey, Director (512/475-2166)
Anne Ramos, Library Science Librarian (1-800-252-9386)
Texas State Library
Box 12927, Capitol Station
Austin, Texas 78711

KEY TO OWNERSHIP SYMBOLS

The following library agencies have submitted lists of their holdings for this bibliography. We gratefully acknowledge their assistance and encourage others to submit similar information. Your list of holdings should be mailed to William Davis, 622 Woodland, Denton, Texas 76201.

*Key to ownership symbols:

BC-BIG COUNTRY LIBRARY SYSTEM (ABILENE)

CT-CENTRAL TEXAS LIBRARY SYSTEM (AUSTIN)

FW-FORT WORTH PUBLIC LIBRARY

HA-HOUSTON AREA LIBRARY SYSTEM

HP-HOUSTON PUBLIC LIBRARY

NE-NORTHEAST TEXAS LIBRARY SYSTEM (DALLAS)

NT-NORTH TEXAS LIBRARY SYSTEM (FORT WORTH)

SA-SAN ANTONIO MAJOR RESOURCE SYSTEM

ST-SOUTH TEXAS LIBRARY SYSTEM (CORPUS CHRISTI)

TP-TEXAS PANHANDLE LIBRARY SYSTEM (AMARILLO)

TSL-TEXAS STATE LIBRARY (AUSTIN)

TT-TEXAS TRANS PECOS LIBRARY SYSTEM (EL PASO)

WT-WEST TEXAS LIBRARY SYSTEM (LUBBOCK)

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* Key to ownership symbol

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AUDIOVISUAL MATERIALS

GENERAL

American Library Association. "Getting to Know Your Ethnic Community: Sources of Information." Audiocassette. (TSL)

American Library Association. "Marketing and the Public Library." 1981 ALA conference program. Audiocassette. (TSL)

Big Country Library System. "Dee and Alex," 2" Tape, Videocassette. (TSL)

Big Country Library System. "Rugged Individualists." 1981. Filmstrip and audiocassette. (BC)

Glaser, Gloria. "Legislative Lobbying; Forming an Effective Group." 1978. Program presentation at the 1978 Texas Library Association Conference. Audiocassette. (TSL)

North East Texas Library System. "Excellence Through Cooperation." Slides w/audiocassette. (NETLS)

North Texas Library System. "Support Your Library It's America's Best Bargain." 1981. 1 Audiocassette; 142 slides. (NT)

Pasadena, Texas Public Library. "Public Library Service to Institutions." 3/4" Videocassette. (TSL)

South Texas Library System. "What are Libraries Made Of?" 16mm Film. (TSL)

West Texas Library System. (Lubbock Area Libraries). 78 Slides with script. (TSL)

PUBLIC SERVICE ANNOUNCEMENTS

(Unidentified). "Texas Public Library PSA Spots in Spanish." nd. Featuring Interlibrary loan, special programs, books by mail, and business services. Audiotape. (BC, TSL)

(Unidentified). "Texas Public Library PSA." nd. Featuring "Masked Man", "Evil", "Mad Scientist", and others. Audiotape. (BC, TSL)

(Unidentified). "Amazing Free Offer." 1977. 2" Videotape: 60 seconds. (TSL)

(Unidentified). "Books by Mail." nd. 3/4" Videocassette: 30 seconds. (TSL)

(Unidentified). "Charge Card." 1977. 2" Videocassette. No time given. (HA, TSL)

American Library Association. (Public Service Announcement for Radio). nd. Featuring Joe Wambaugh, Doris Day, Daniel Boorstein and others. Audiotape. (TSL)

American Library Association, COSLA. "Call Your Library." (Bob Newhart) 1981. 2" Videotape; 3/4" Videocassette; 5" Audiotape; Scripts: 30 seconds. (BC, HA, NT, NE, TSL)

American Library Association. "Public Service Announcements for Radio." 1981. Audiotape with script. (ST, NT, TSL)

American Library Association. "Public Service Announcements for Radio." 1982 Audiotape with script. (ST, NT, TSL)

Central Arkansas Library System. "More to Libraries than Books." 1977. 2" Videotape; :60 and :30 seconds; Audiotape, 3 ea. :30 seconds. (TSL)

Houston Area Library System. "Public Library." (John Henry Faulk). 1977. 2" Videocassette 2 each :30 seconds, 4 each :10 seconds. (TSL)

Texas State Library and Texas Library Association. "Bookworm - Yes the Library." 1977. 2" Videotape; 3/4" Videocassette :60 seconds. (Statewide Public Information Project). (TSL)

Texas State Library and Texas Library Association. "Call the Library." 1978. 3/4" Videocassette. 2 each :30 seconds, 3 each :10 seconds; Audiotape. (Statewide Public Information Project). (TSL)

Texas State Library and Texas Library Association. "Check Us Out." 1980. 2" Videotape; 3/4" Videocassette. (Statewide Public Information Project/John Cotton Dana Public Relations Award winner). (BC, NE, ST, TSL)

Texas State Library and Texas Library Association. "Get to Know a Lifelong Friend: Your Library." (Jerry Jeff Walker). 1982. 2 " Videotape: 3/4" Videocassette; 5" Audiotapes; Audiocassettes; and Manual for Local Use. (Statewide Public Information Project). (NT, NE, ST, TSL)

Texas State Library and Texas Library Association. "Visit Your Library." 1979. 3/4" Videocassette, :30 seconds. (Statewide Public Information Project). (BC, NE, TSL)

Texas State Library and Texas Library Association. "Your Library: Use It For All It's Worth." 1981. 2" Videotape; 3/4" Videocassette; 5" Audiotape 3 each :30 seconds - English/Spanish. (Statewide Public Information Project). (BC, ST, TSL)

CAMERA READY ART WORK

The Texas State Library has examples of posters, print ads, bookmarks, billboards, and bank statement stuffers from the following Statewide Public Information Campaigns:

"Check Us Out"

"Get to Know a Lifelong Friend"

"Visit Your Library"

"Your Library: Use It For All It's Worth"